5/20/04) 5/20/04) An automatic report generator provides a narrative account of a newsworthy happening such as an sporting eventy important events in the game, such as goals secred, penalties, and the like, are recorded and stored in a pre-defined manner as a game log. When an end-user selects a game for which a report or article is desired, the game events are retrieved from storage and various statistics are generated from the game log and from past game logs. One template from amongst a plurality of templates is selected for report generation in a two step process. First, conditional criteria associated with a template are compared to the game statistics to determine whether the template matches the game. Templates whose conditions do not match the game are disregarded. Several candidate templates might survive the first step. In a second step, the remaining candidate templates are subjected to a weighting analysis by which the template providing the most detailed description, or describing the most relevant events of the game is selected. Once selected, game specific information is inserted into the template through the use of functions calls that request

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game specific data from the game log or from the game statistics generator.